

Message Text

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PAGE 01 STATE 267368

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FM SECSTATE WASHDC

TO AMEMBASSY ATHENS

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E.O. 11652: N/A

TAGS: BEXP, GR

SUBJECT: CONEXPO '75 - CONSTRUCTION EQUIPMENT

EXPOSITION AND ROAD SHOW - CHICAGO, FEBRUARY

9-14, 1975

REF: STATE A-2763, ATHENS 7913, 8620

1. SHOW SPONSOR MAILING DIRECT TO COMMERCIAL ATTACHE
AMEMBASSY ATHENS 70 BROCHURES.

2. ALTHOUGH SUBJECT SHOW NOT INCLUDED UNDER USDOC FOREIGN
BUYER PROGRAM, SHOW SPONSOR ADVISES THERE WILL BE AN
INTERNATIONAL BUSINESSMEN'S CENTER SUPPORTED BY
RECEPTIONISTS, INTERPRETERS, SOFT BEVERAGES AND A DAILY
COMPUTER PRINTOUT OF ALL REGISTERED FOREIGN BUYERS.

3. EXHIBITORS WILL FEATURE EQUIPMENT, SUPPLIES,
COMPONENTS AND MATERIALS USED IN CONSTRUCTION,IMPROVEMENT,
MAINTENANCE AND SAFETY. LIST OF THE 180 U.S. EXHIBITORS
SIGNED TO DATE READS LIKE THE "WHO'S WHO" OF THIS INDUSTRY.

4. USDOC WILL POLL THESE EXHIBITORS REGARDING THEIR
INTEREST IN ESTABLISHING BUSINESS RELATIONSHIPS WITH
OVERSEAS VISITORS. A COMPILATION OF THE RESULTS OF SUCH
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PAGE 02 STATE 267368

POLLING WILL BE AVAILABLE TO EACH FOREIGN VISITOR AT THE

INTERNATIONAL BUSINESSMEN'S CENTER ON ARRIVAL.

5. PRESENT PLANS ARE TO STAFF THE CENTER WITH DOC
PERSONNEL TO FACILITATE FOREIGN VISITOR OBJECTIVES.

6. WE WILL APPRECIATE LIST OF GREEK BUSINESSMEN PLANNING
TO ATTEND THIS SHOW WHEN AVAILABLE.

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